



The Gary Halbert Billion Dollar Copywriting Course

Lessons:

Lesson 1: The Lost Secret of The US Governemnt

We start with a true Gary Halbert classic. The main theme throughout is that “the government owes you this” and that it is relatively easy to get...

Lesson 2: ...Lose Up To 20 Pounds In Two Weeks

Halbert enters with both guns a blazing, hitting upon several psychological triggers. First, with a product like this you don’t want to merely make a general statement such as “easily lose the pounds,” You need a very “specific benefit” that draws the reader in and compels them to read on...

Lesson 3: Better Sex Without Feeling Guilty!

Sex is an extremely sensitive subject to approach from a marketing perspective. Knowing this Gary decided to take a very contrarian approach. He felt that by coming right out of the starting gate with a provocative headline, then stepping back and personalizing the subject matter, adding in some crazy gonzo copy and guiding them down a long strange trip he could win the prospect over...

Lesson 4: How a New Discovery from Asia Seems to Burn off Body Fat for Almost Everybody Who Tries It!

One of the greatest psychological triggers is celebrity endorsements. Let’s face it, when a celebrity speaks out about a product people take notice and are highly influenced by what they say, in fact people take action. Watch as Gary works his magic by using an endorsement by a celebrity about a diet product to make sales go off the charts...

Lesson 5: The Amazing Secret of A Marketing Genius Who Is Afraid to Fly

BRILLIANT! Jay Abraham is very selective in the clients he works with so in order to create an ad that will get Jay the exact clients that he prefers to work with, primarily over the phone, Gary came up with the concept of creating the appearance that Jay has a fear of flying when in fact he is extremely particular in the way he conducts his business.

Lesson 6: The Amazing Secret of the Hottest Investment Of The Last Five Years!

Because of the nature of the industry, investors have natural concerns. Halbert lays these all out on the table. By reducing the risk he advances his argument that this is the definitive key to investor wealth. Keep in mind that all this has been accomplished with out yet reveling what this incredible investment vehicle is.

Lesson 7: An Open Letter to Every Attractive Woman in Miami Who Is Serious about Having a Career As a Professional Model

To get your reader to see that your product or service offers superior advantages or benefits that no other product or service offers you must determine the most powerful benefit or advantage you can possible offer so that it will be totally irrational to move in any other direction.

Study what Gary does in this ad, how he positions the service. In order to follow Halbert's template successfully you need to have a product or service that has clear benefits or advantages and you need to be able to communicate those benefits or advantage to your reader in such a way that they GET IT!

Lesson 8: How To Get What The US Government Owes You!

Gary strikes deep into the heart of Middle America once again. This ad addresses a very basic aspect of human nature. It is true that people will go out of their way to get something that is owed to them. They will do that to a greater degree than they will expend the effort to try and find a way to make more money. Halbert knows this subject inside and out and uses it to great advantage in this famous ad.

Lesson 9: Hot New Four-Hour Seminar Sponsored by Key West College of Millionaires...

It is a well known fact that selling in print to a crowd of complete strangers is one of the hardest activities a person can engage in. All the proof in the world won't help you if you approach it from the wrong angle. Selling has often been compared to dating, especially "salesmanship in print." Ever met someone you would like to go out with? Did you just walk right up to them and ask them out? Probably not, you most likely worked on earning their trust and getting them to feel comfortable with you and attracted to you. There is no difference when you want someone to give you money for something. It goes double when that something is something they never knew existed or could be achieved. What Halbert does here is utilize the classic two-step approach that is a hallmark of his writing. Start with a low-priced item (here it is a 4 hour seminar) and then use that to follow up with a high-priced backend (high-priced seminars, copywriting services, marketing consulting, etc.) Gary Halbert is a true master of the art so observe and study how he constructs the process.

Lesson 10: How to Keep Your Money from Being Murdered!

People hate to be swindled. This is a powerful attention getter. It jerks the reader to notice and read but notice that it is done subtly it's not a hard sell.

Lesson 11: The Amazing Black Secret of A Las Vegas Mystery Man!

This is what I love about Halbert, Eugene Schwartz used the same technique as do all the very best copywriters. Take information about the subject or product that is literally unknown outside the inner circle (the insiders) and then use this little known information to build your case. Your audience is already interested in what you have to say, your headline has hooked them and your opener has peaked their interest because of the promise of insider information. Now you begin to deliver on that promise by providing insider "secrets." It not only keeps them interested and reading but it also begins to get them excited about your offer, an offer you have not even begun to make.

Lesson 12: At Last! China Reveals Her 1300 Year Old Stay-Young Health Secret.

Halbert, Knowing his audience, knowing that they have heard it all but are looking for that missing element that will truly solve their problem, uses a headline that promises to reveal a 1300 year old "hidden secret". Asia is seen as having a corner on the market of natural health remedies and (as all good copywriters should do), he anticipates what they are thinking so he comes right out and says "it's not acupuncture." Which further peaks their interest by posing another question, if it's not acupuncture, what is it?

Lesson 13: The Amazing "Facelift in a Jar" Used by Hollywood Stars Who Don't Want Plastic Surgery

This is one of Gary Halbert's most famous headlines. It was responsible for taking Tova Borgnine's troubled company into the stratosphere. After Halbert worked his magic Tova's company became highly profitable. What Gary did with this headline is determine what people really want from a skin cream. What they want is a "face lift." So, with that in mind he knew that he needed to position the product as much more than a skin cream. Skin creams are a dime a dozen but a "face lift in a jar?" now there was something to talk about.

Lesson 14: The Amazing Marketing Miracles Created By Sir Gary of Halbert!

This ad is all Gary. Commonly referred to as a "testimonial" ad. Halbert wrote the ad and had Blade Thomas endorse it. By using the advertising director for a big name publication like entrepreneur magazine, Gary ads credibility to himself from the get-go.

Lesson 15: Free Website Reveals How To Make Huge Profits In Nasdaq Stocks During The First 47 Minutes The Market Is Open!

Every aspiring copywriter knows that your headline needs a hook to attract attention and entice the reader to read on. Can you guess what the hook is in this web ad that Gary wrote?

Lesson 16: Here Is A Little-Known Secret That Can Help You Make Serious Profits Trading Nasdaq Stocks!

One of the most effective ways to begin your copy is to open with a story. Because Gary had already pre-qualified the prospect with the prior lead generation ad he takes the liberty of jumping right in with a story to explain his system.

Lesson 17: Here Are 3 Very Low- Priced Stocks You Must Know About Before Midnight On Tuesday, June 30, 1998! Here Are 3 Very Low- Priced Stocks You Must Know About Before Midnight

Urgency and Scarcity are the hallmarks of a great headline and this is one your going to want to keep and file away. With an emotion based overheated stock market timing is everything. That is why scarcity coupled with the fear of loss is so compelling.

Lesson 18: High School Student Loses Almost 600 Pounds and Now Devotes His Life to Helping Others Get Skinny!

Creates credibility by using authoritative proof as well as establishing the fact that what is about to be described is newsworthy and has been covered by independent third parties.

Lesson 19: How to Make Money with Your Credit Cards

A very simple headline. The simplicity in and of itself is a hook because it leaves you with one question...how? How do you make money with credit cards. By being the first out of the starting gate with a concept you can capitalize on the potential market by using simple yet effective headlines especially when no one is aware of the product yet.

Lesson 20: Do You Have What It Takes To Be A Day Trader In The Hottest Financial Market In The World?

...Posing a probing question. Putting the reader in control (or so they think) by asking a positioning question that causes the reader to feel like this is not a sales pitch. This approach when handled properly is very effective.

Lesson 21: The Amazing Money Making Secret of a Desperate Nerd from Ohio!

You must get into the psyche of your audience the psyche of grass roots America. Eugene Schwartz once said that top-shelf copywriters read publications like the National Enquire, Weekly Worldwide News, People Magazine, etc. These publications are geared toward your average American, they are at the check out and their headlines scream to be read...they draw you in and whether or not you actually buy the rag you are literally forced to pick it up and read to find out more. National Enquire writers are some of the highest paid in the world and there is a reason for that. Their headlines are loaded with hooks. That is what draws you in. Halbert knew that intrinsically. Many of his headlines read like they are straight out of the pages of the National Enquire. Look at the hook he used here "Desperate Nerd." Anyone can see that a headline of this nature is much better than "how to quickly and easily make a gazillion dollars."

Lesson 22: The Famous Stick Letter

As you can see, I have attached a nice, crisp \$1 bill to the top of this letter. Why have I done this? Actually, there are two reasons:

Lesson 23: The Eye Surgery Letter

As you can see, I have attached a nice, crisp \$1 bill to the top of this letter. Why have I done this? Actually, there are two reasons: Gary uses the same headline for a different market and you can too!

Lesson 24: Miami Beach Lesbian Creates New Product that Makes All Women Almost Instantly Crazy to Have Sex with Males... or... Females!

Enter Gary Halbert story teller. This is Gary Halbert at his irreverent finest. As he begins to weave his tale enter the "Miami Beach Lesbian," the character and the plot (Hook #1) and a product that can make women attractive to other women, "hummm, what would that do for a man who used it?" (Hook #2).

Lesson 25: How to Burn off Body Fat, Hour by Hour!

This headline harkens back to a famous one by Eugene Schwartz which linked the eradication of disease to "burning" it out of your body. The use of the word burn or burning creates a visual image of something that is not easily seen with the eyes while at the same time creating a mental image of the fat coming off right away.

Lesson 26: The Amazing Diet Secrets of a Desperate Housewife

Over used now, powerful words like amazing, secrets and desperate were extremely effective selling tools. In those markets that have not had an over-exposure to them, they are still effective today. Amazing implies that this product out performs anything else on the market. Secret implies that you are getting access to something that others are not.

Lesson 27: New Haley's Comet "Silver Eagle" Is Totally Unique and Made of Pure Silver!

Scarcity! That is the key emotional hot button of this ad. In order to learn the masterful use of scarcity in an ad, I chose this one out of all of Gary's ad to study.

Lesson 28: How To Collect From Social Security at Any Age!

Find a pond with hungry fish and you have your market. Just whip out your pole and drop the line in. Here Halbert discovered that even by someone placing an obscure, miniscule notice in the back of a local paper about gaining access to your social security investment, that people, by the droves were lining up to request their fair share.

This got the wheels moving, you can almost see the cogs in the brain of the ole shitweasel turning. When Gary heard about this he decided to take advantage of the demand and create a product just for them. This product and ad are the direct result of his decision. And (according to the Prince of Print himself) one of the 9 all time greatest ads to study and learn from.

Lesson 29: How Almost Any Man Can Get Non-Stop Sex... While... He Is Waiting To Meet His Dream Lover!

Leave no doubt who you are targeting, "Men." What man doesn't want "non-stop" sex. It would be difficult for any man to not at least stop in his tracks and read this headline. "Wow! I can have non-stop sex while I'm looking for the ultimate lover?" Again it would be very difficult to avoid reading to find out more.

Lesson 30: The Options Hotline Letter

As you can see, I have attached a nice, crisp \$1 bill to the top of this letter. Why have I done this? Actually, there are two reasons: This is the third time in these lessons that Halbert has used the same headline approach, all for 3 different niches. You can apply the same to your marketing!

Lesson 31: Generous, Creative Businessman Wants To Find A Hot, Sexy Woman With A Good Sense Of Humor

Notice the personal tone of this ad? Again, this is one of Gary's most infamous ads and in fact if this was the only ad he ever wrote he would have made his mark as a master copywriter. Who in their right mind would not read on after a headline like that, even if just for a little while? Notice the seductive words used to grab interest...paradise, exciting, adventures. Then Gary begins to describe himself in such a way, it's as if you already know him.

WARNING!

Lesson 32 Contains Sexually Explicit Material...If you have a problem with that you should not study this ad...

Lesson 32: How Even A Plain-Looking Woman Can Make Herself 350% More Sexually Attractive To Almost Any Man On Earth!

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Lesson 33: Amazing High-Speed Diet Pill Produces Extremely Fast Weight-Loss!

Key focus, people hate to diet people want to lose weight. There is a wealth of great copy here in just the first paragraph. Look at the hot buttons that are pushed: all-natural, fast-acting, fat-fighting. Also notice the power words used: miracle, destroys fat, killer. Then there is the credibility statement: One doctor says that it burns off more fat than running 98 miles per week. This not only adds credibility by coming from a doctor but proves the sheer quality of the product.

Lesson 34: Amazing New Formula from Beverly Hills Lets You Look Years Younger

What woman wouldn't want to look like a beautiful Hollywood Actress? Virtually every woman secretly wants to live the Beverly Hills lifestyle. If only someone had that secret formula that the stars themselves use. What woman doesn't want to look younger? This is the targeted group that Halbert is having a conversation with here. It is a huge group. But first he has to capture their attention.

Lesson 35: Researchers In FDA Certified Lab Discover How To Triple Your Energy!

Notice the authority of the above headline. Authority headlines are extremely influential because if you have the voice of an authority figure making a statement it carries much more weight than the average "joe." In addition to that it gives the impression of a news article as opposed to an advertisement, disarming your reader.

Lesson 36: The FAMOUS "Coat of Arms" Letter

The biggest hidden persuader in the letter is its personalization. Prior to this time nobody personalized letters. After the industry caught on they personalized the heck out their direct mail pieces. But Halbert DID NOT do that in this letter. Count the number of times the name of the reader is mentioned. is headline reader. The key to the success of this letter is that everything about it look personal. Halbert had the offset printed letters trucked into to Bath, OH so that they would have the Bath, OH post mark because the return address of Nancy L. Halbert of Ira Road, Bath, OH. Gary's hometown = A Pile Mail.

Lesson 37: The Semontier Strategy Letter

This story about two prospects may seem vaguely familiar, it was made popular by the famous Wall Street Journal promo, as you can see many copywriting ideas can be adapted and modified, working time and time again for all kinds of products.

Lesson 38: Experience the ultimate muscle-pumper that has the fitness freaks crying, NO FAIR!

Here Dr. Douglas takes a direct swipe at the fitness industry making the promise that you can maintain "your muscles without leaving your La-Z-Boy." It's this type of imagery that resonates in people's minds...as they continue to read...this image continues to reappear. This is the type on imagery you want to construct for your ads.

Lesson 39: The Most Profitable 'Boot Camp In A Box' Ever Or You Get Double Your Money Back Guaranteed!

Let me give you a little insider information about the origins of this "famous" letter. This letter brought back \$41 for every \$1 spent in mailing costs. It's a long letter (24 pages, plus a 2-page testimonial insert and order form)... the longest Scott had written up to that point. It was a huge success. In fact, it doubled the response of a letter Dan Kennedy wrote for the event tapes the year before.

Lesson 40: [Gene Schwartz] 'NOW! TURN YOUR MIND INTO A MENTAL MAGNET'

One of the most famous headlines of all time, This incredible headline from the late great Gene Schwartz is an immediate attention grabber. The fact that you can power up your mind to attract almost anything you want has an appeal to those who are just not satisfied with the status quo. This headline conjures up images that you can take and empower your mind in ways you may have thought impossible. But there is one other great aspect about this headline...in fact it is the most important aspect. It gets you to do what a headline is supposed to do. It forces you to read on to find out what this is all about.